

# E-Commerce in Slovakia

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## Abstracts

E-commerce value sales soared during the pandemic, as consumers spent more time at home and tried to minimise the number of shopping outlets they visited. Consumers shopped more online and across more product areas. On the supply side, companies responded to the changing circumstances by further developing their e-commerce channel, offering free delivery and hassle-free returns, in order to compensate for the decline in value sales in stores. All areas in e-commerce recorded a double-digit growth...

Euromonitor International's E-Commerce in Slovakia report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

**Product coverage:** Cross-border E-Commerce, E-Commerce by Product Category, Mobile E-Commerce.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

## Why buy this report?

Get a detailed picture of the E-Commerce market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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COVID-19 leads e-commerce to reach new heights

Online players expand their product assortment to adapt to the sudden change in consumer lifestyles

Internet Mall Slovakia retains its leading position, benefiting from expanding its range of products while AlzaPower is the first private label e-commerce player

#### RECOVERY AND OPPORTUNITIES

E-commerce to continue its march

Cross-border e-commerce expected to slow down due to planned legislation to tax delivery parcels

Players focus on the synergy between their offline and online platforms, launching click-and-collect services to improve convenience for consumers

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